

Republican Leader McCarthy's Leadership Series

December 1, 2005

Charlton Research Company



Today's Presentation

- **Polling Techniques in General**
- **The Difference Between Public and Campaign Polls**
- **How to Read a Poll**
- **Common Mistakes Made When Interpreting Polling Data**
- **Internet Polling vs. Traditional Polling**

What is Opinion Research?

In a Democracy

Policy guided by people

People with a seat at the table

Attitudes, Values, Beliefs

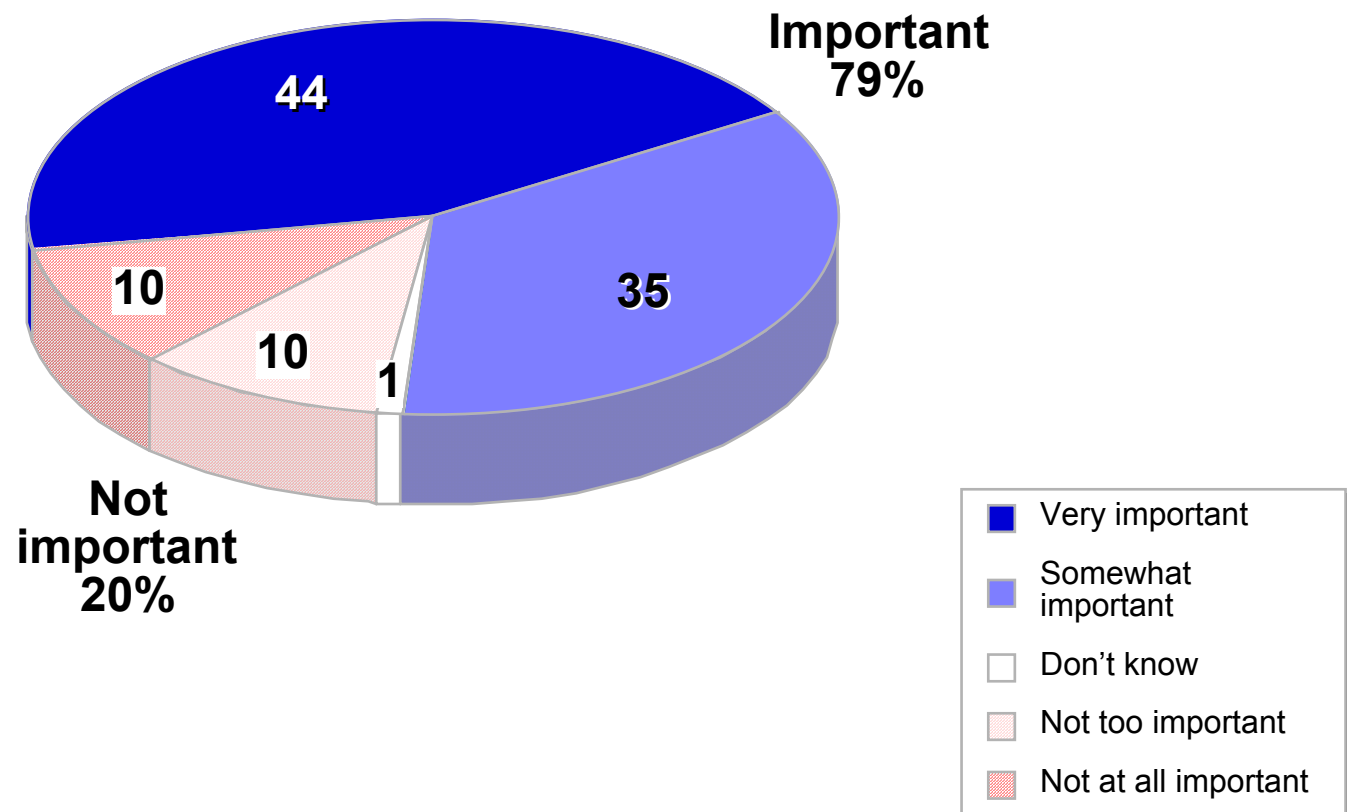
Issues Identification—Types of Issues

Image, Voting Behavior, Demography



Importance of Personal Opinion

When you think about your personal opinion on politics, the state of the country and the public policies of the nation, do you think your opinion is very important, somewhat important, not too important, or not at all important? (Q.2)



Reasons Thinking Opinion Is Important

What do you think it is that makes your opinion important? (Q.3a) **Base: Those who think that their opinion is important; n=632.**

	%
Everyone's opinion is important/We can all make a difference	28
I am a US citizen/tax payer/It is my right	27
I vote/Every vote counts	15
I follow/keep up with/pay attention to the issues/ I am educated/informed/know what's going on	9
Representative government/Elected leaders should act on our opinions/We live in a democracy	5
My opinion is important even if its not heard	5
Politicians don't care about me	*
Nothing	1
Other	5
Don't know/Refused	5

Reasons Thinking Opinion Not Important

What do you think it is that makes your opinion not important? (Q.3b) **Base: Those who think that their opinion it not important; n=160.**

	<i>First Mentions %</i>	<i>Total Mentions %</i>
I am not important/I am just one person	25	26
Politicians don't care/are corrupt	15	18
Government acts regardless of my opinions	15	17
Don't have money/connections	9	14
I am not involved in politics/Don't care about politics	9	11
Because of gender/Age/Race/Education	6	6
Because of the last elections	5	5
No reason/Nothing	1	1
Other	7	7
Don't know/Refused	8	8

Description of Personal Opinion

When you think about your personal opinion on politics, the state of the country and the public policies of the nation, which of the following best describes you? (Q.4)

	%
I've thought about the issues and think I understand the issues better than most	47
I've thought about the issues but I'm not sure I really understand the issues any better than most	26
I've thought a lot about these issues and am pretty sure that my opinions are much more informed than the average person	19
I really don't think much about these kinds of issues	6
Don't know/Refused	2

The Public's Role in Politics

The Public's Role in Politics

- Here is where I want your help!
 - How to pay down the deficit

The Candidates Do Not Teach!

- How we understand where we are
 - Globalization
 - Government vs. technology

The Candidates Do Not Tell Us What We Can Do to Solve the Problems!

- Foreign language
- Re-training

Polling Techniques in General

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Planning the Survey

What are the objectives of the survey?

Is the survey necessary?

- A) Will it provide the information needed?
- B) Is the survey the best way of obtaining this information?
- C) Can this survey be merged with some other?

↩ **How much
is already
known about
the subject?**

What is to be measured?

A) Conceptual Definitions

- Power, Authority, Aggression
- The Labor Force
- Intelligence or Authoritarian

B) Operations Definitions

- Age, Gender, Nationality
- Abstract Concepts, Such as Power, Mobility, Traditionalism

Planning the Survey (p.2)

Who will be interviewed?

Head of household/Voters

What is the overall design of the study?

• **Costs/
Timing**

⤵ **Bias in Research Design**

“Survey research is never an aseptic process executed in a socio-political vacuum and guided solely by the cannons of scientific method.”

- ⑨ Sponsorship of the research
- ⑨ Restriction of the scope of the questions studied
- ⑨ Demonstrate hypothesis rather than test it

⤵ **Preventing Bias**

- A) Staged Review
- B) Expert Opinion
- C) Draft Questionnaire to Experts

Samples and Survey Types

STRATEGIC

- Leadership Surveys-opinion leaders
- Vulnerability Surveys
- Benchmark Surveys
- Brushfire Surveys
- Panel Surveys
- Panel-Brush Surveys
- Tracking Surveys

ADVERTISING

- Post Testing
- Concepts
- Pre-testing
- Thematics
- Pre-Post

QUALITATIVE *“Depth Research”*

- One-to-ones
- Focus Groups

EXPERIMENTAL

- Psychographics
- Small Sample-Analysis of Variance

Design For A Benchmark Survey

- **“What The Pollster Should Bring”**
 - **Knowledge of National Issues & Trends**
 - **Technical Expertise**
 - **Timing**
 - **Communication Theory**
 - **Creativity**
- **Interpret the Questions**
 - **Issues**
 - **Party-Partisanship**
 - **Image-Electability**
 - **Perceptions of Life**
 - **Perceptions of Office**
 - **Perceptions of Politics**

Leadership Defined

Leadership Team

	Discover	Strategist	Administrator
Thinks On:	...Direction	...Transformation	...Order
‘Shows the Way’ To:	...Ultimate Ends	...Outmaneuvering the Competition	...Means
Commands Through:	...Symbols, ...Policy	...Doctrine, ...Orders	...Rules, ...Instructions

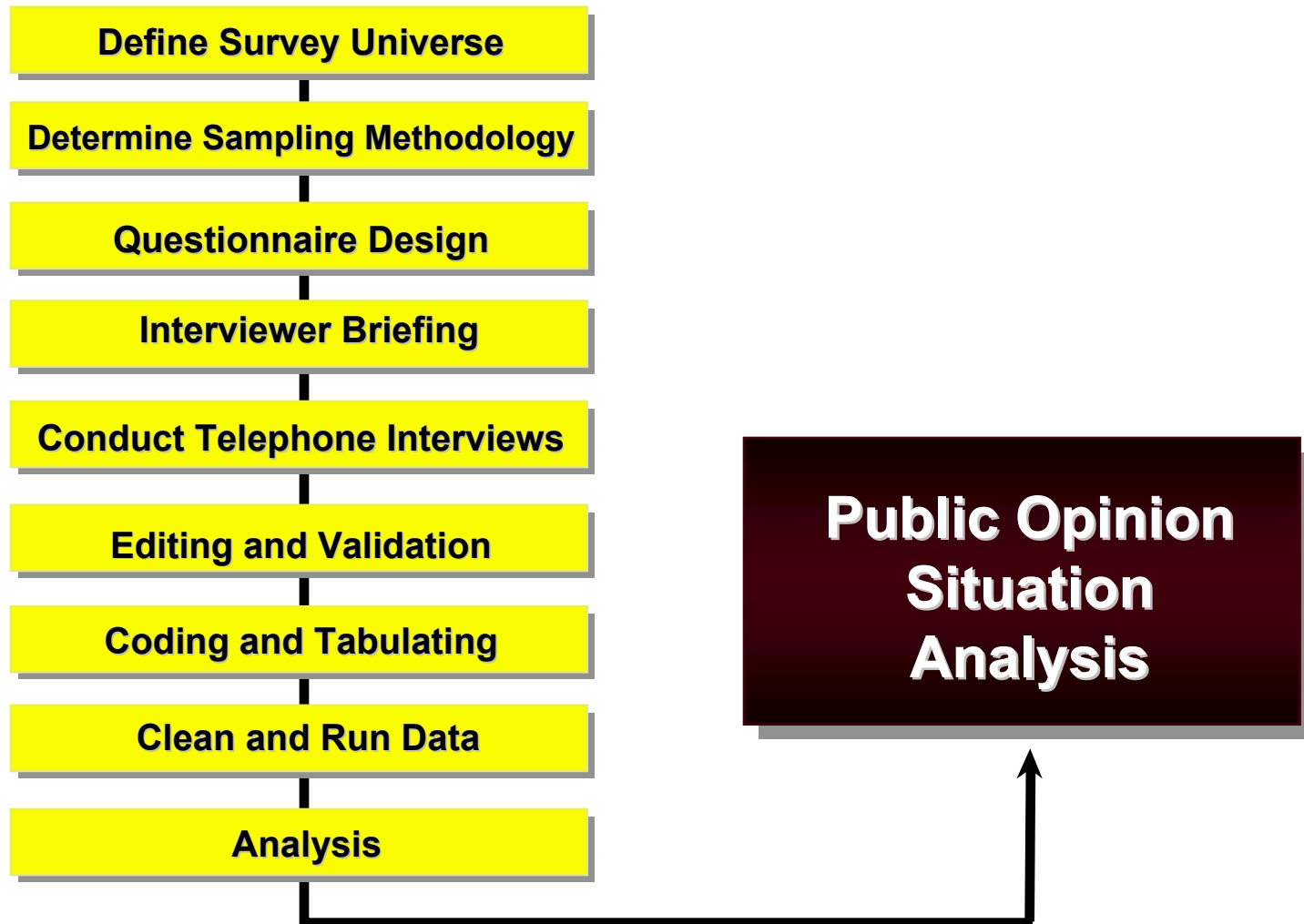
Shared Values

...Growth,
...Initiation

...Creativity,
...Workmanship

...Conservation,
...Stewardship

Quantitative Survey Methodology



Ten Key Steps In Defining Information Objectives

- **Background/Situation Analysis**
- **Problem/Opportunity**
- **Decisions To Be Made**
- **Political Issues/Hypotheses**
- **Need For Information**
- **Researchable Objectives**
- **Information Possibilities**
- **Visualize The Findings**
- **Cost/Value Of The Data**
- **What Is Needed/Wanted/Not Really Needed**



Focus Group Introductions

- **Introduce Yourself**
- **Introduce Company**
- **Introduce Topic**
- **Focus Group Rules**

- **Everyone is individual – everyone's opinion is important**
- **No right or wrong answers**
- **Okay to agree/disagree**
- **If agree put in own words**
- **Speak one at a time**
- **Speak loud and clearly**
- **Respondents introduce themselves**



Elements of a Good Group

What makes good groups go bad?

“Good group” assumes that respondents have been recruited to spec and that There are no situational problems outside of your control.

Avoid Fatigue

- **Low energy**
- **Drifting**

Anticipate reactions to the subject matter

- **Embarrassment, defensiveness, sensitivity**
- **Emotionalism**
- **Disinterest/low involvement**
- **Boredom**
- **Minimal knowledge**
- **Lack of seriousness**
- **Lack of focus, moving off subject**
- **Inability to speak, clam-up**
- **Dishonesty, posturing**
- **Excessive negativism, trashing**



Elements of a Good Group (p. 2)

Anticipate reactions to the moderator

- Culture clash
- Hostility/suspicion
- Freeze out – “us vs. them”

Reactions to the research setting/mode

- Poor sound isolation from back room/outside
- Overly intrusive or competitive clients
- Poorly constructed discussion guide
- Fear/embarrassment about the mirror or taping

Destructive group dynamics:

- Leadership competition
- Differential capabilities in group
- Differential status's
- Dominant respondents
- Compliant/shy respondents
- Personality clashes
- Disruptive, ill-mannered, contentious participants
- Excessive enthusiasm



Elements of a Good Group: Guidelines (p.3)

Formulate hypotheses as you hear the discussion and test them with questions as you go along. Follow where the discussion leads – even if it leads into paths you had not previously considered.

On the other hand, when talk becomes idle chatter and gets away from what you are interested in, politely but firmly pull it back to your topics of interest.

Don't choke off good, spontaneous discussions with questions that may change the line of discussion. Instead, jot your questions down and come back later with, "Sue, a while ago you mentioned thus and so. I wish you would tell us some more about that."

Techniques

- **Non-Directive Techniques**

- **Open-ended questions are asked, allowing for multiple responses.**
- **The group sets it's own direction in the discussion.**
- **Almost all groups begin with non-directive questions.**

- **Role Playing Techniques**

- **Using:**
 - **Free word association**
 - **Sentence completion**
 - **Story telling**
 - **Free association to symbols**
- **Allows participants to take on an “unknown third person” role.**
- **Reduces ego involvement and allows the person to state their opinion objectively through playing someone else.**

Techniques (p. 2)

■ Thematic Apperception Test

- Elicits themes through perceptual interpretation of pictures.
- Very effective in television and print advertising, brochure development, and the understanding of related individuals or objects
 - Men – Women
 - Young - Old
- Respondent is asked, after being shown a picture, to make up a story describing:
 - Situation in the picture
 - What might have gone on before
 - What the situation will lead up to
- Primarily elicits feelings, attitudes, and motives evoked by a specific stimulus:
 - An advertisement / Product packaging
 - The product itself / A retail store

Techniques (p. 3)

■ Historical Techniques

- Focus groups inherently allow people to collapse time and state their general feelings.
- Elicits broad views on “life,” “change,” and society.
- Views people in the process of life, not as static human beings.
- Opportunity to discover trend backgrounds of:
 - An object
 - A family
 - Beliefs
 - What “change” in life is about
 - What is “important” versus what “used to be”
 - Who influences

Techniques (p. 4)

- **Directive Techniques**

- **Method of discovering participants reactions to specific stimuli**
- **Groups are asked to discuss their feelings about:**
 - **Pictures of people**
 - **Videotapes advertisements and film clips**
 - **Brochures and pamphlets**

- **Delphi Technique**

- **Allows the participant to anonymously express his or her opinion.**
- **Each participant writes down his or her response to a question or topic**
- **Moderator posts the responses around the room**
- **Each person reads all the responses, and then a group discussion takes place**

Techniques (p. 5)

- **Cartoon Completion**
 - **Focus group members are shown a picture or photo with individuals and are asked to fill in:**
 - **Words that are being said**
 - **Thoughts they attribute to people in the scene**
 - **As if they were filling in words in a cartoon**

How To Read a Poll

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Strategy Analysis

Issues

- Catastrophic
- Maintenance
- Control
- Crisis and Anxiety Dependent
- Rational View of a Problem vs. Emotional Attachment to a Situation

Public Attitudes

- Voter Behavior
- Level of Institutional Approval
- Perception of Govt/Political Control

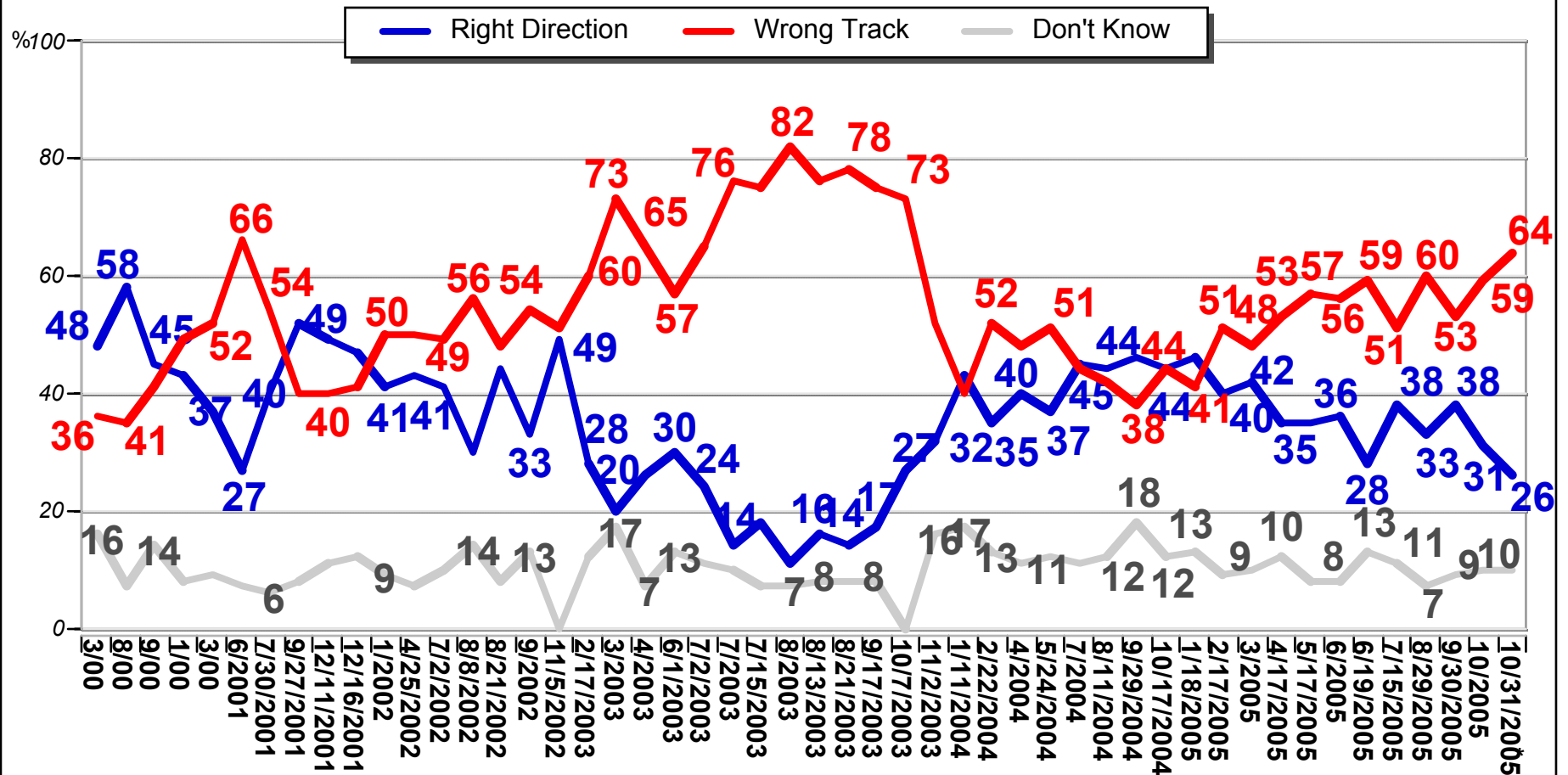
Image

- Name Identification
- Candidate Performance
- Believability

Mood of California

California

Thinking about this state, do you feel things in California are generally going in the right direction or do you feel things are seriously off on the wrong track?



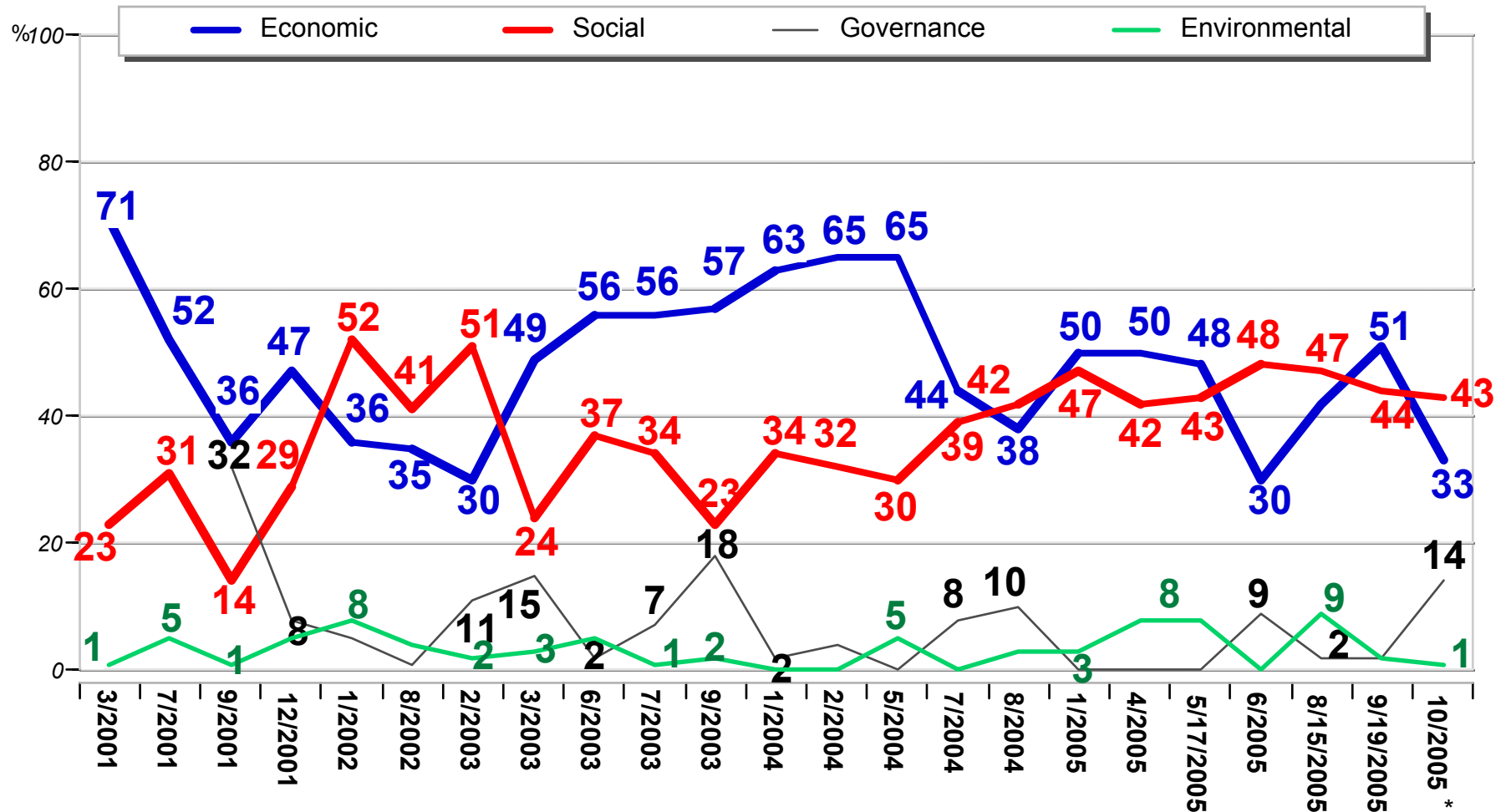
Various CRC, Field Poll, LA Times, and PPIC issues

*Source: LA Times; 10/26-31/05; 940n likely voters

Most Important Problem in California

California

What would you say is the most important problem facing people in California today?

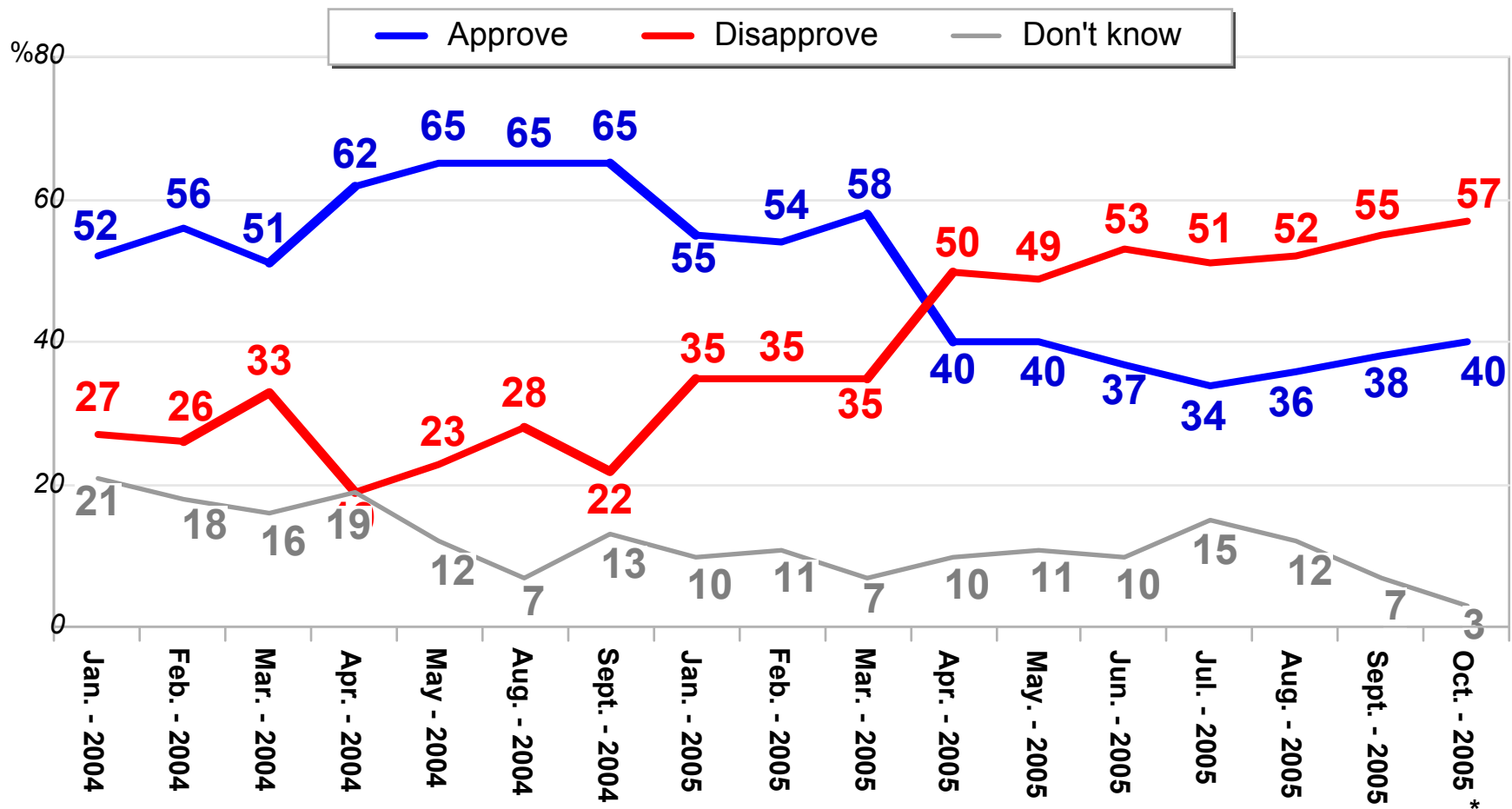


Various CRC, Field Poll, and PPIC issues

*Source: CRC; 10/2005; 600n California voters

Schwarzenegger Job Approval

Do you approve or disapprove of the way Arnold Schwarzenegger is handling his job as Governor of California?



Various CRC, Field Poll, LA Times, and PPIC issues

*Source: LA Times; 10/26-31/05; 940n likely voters

Reasons to Approve Schwarzenegger's Job

Why do you approve of the way Arnold Schwarzenegger is handling his job as governor?

	%
Agree with him on issues	22
Budget shortfall	13
Strong leadership qualities	12
Called a special election	11
Understands the problems of California	9

**Source: LA Times; 10/26-31/05; 940n likely voters*

Reasons to Disapprove Schwarzenegger's Job

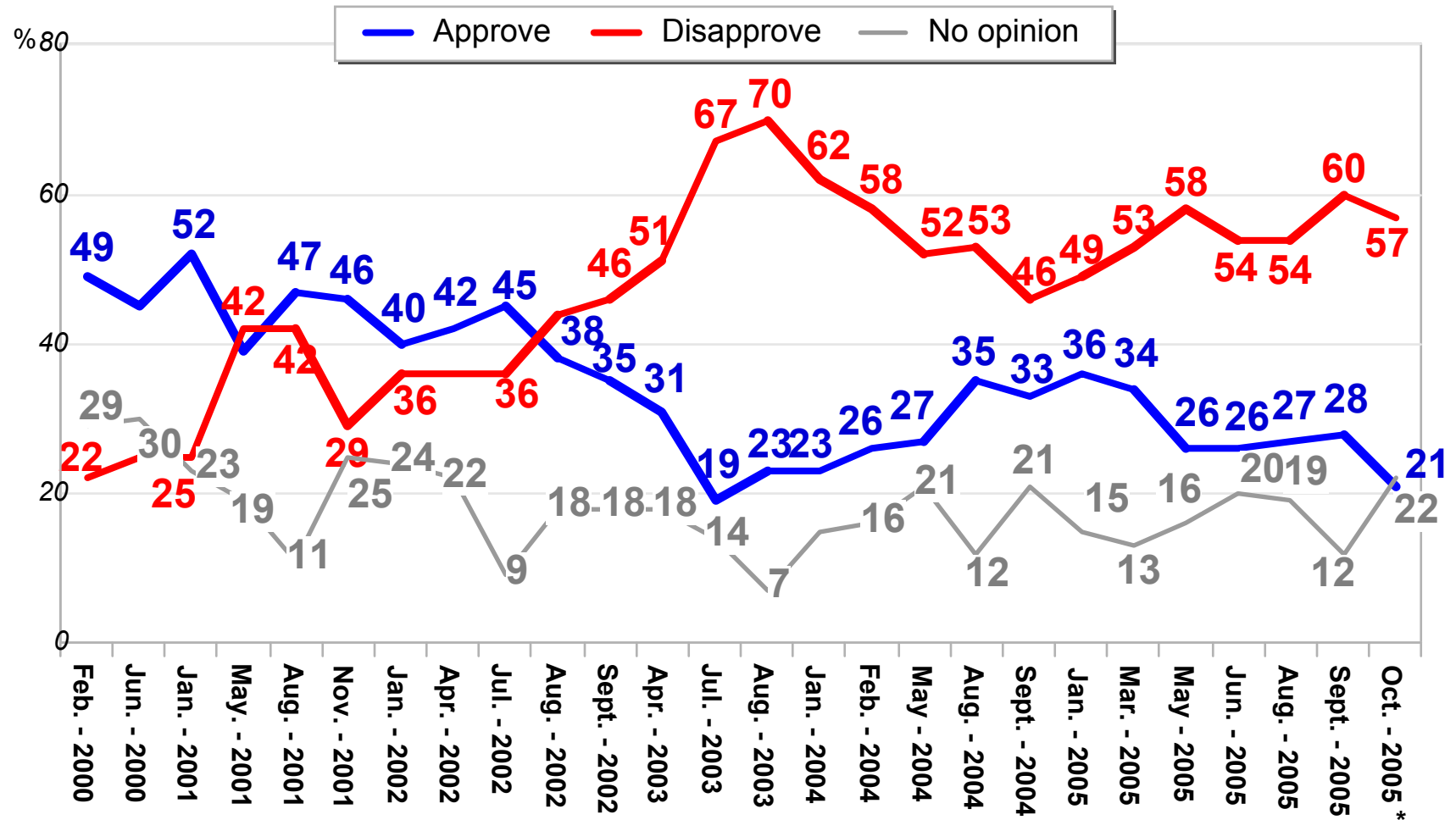
Why do you disapprove of the way Arnold Schwarzenegger is handling his job as governor?

	%
Mishandling education	23
Broke election promises	13
Beholden to special interests	11
Called a special election	10
Cut influence of public employee unions	10

**Source: LA Times; 10/26-31/05; 940n likely voters*

Job Approval: California State Legislature

Trend to approval of the California State Legislature

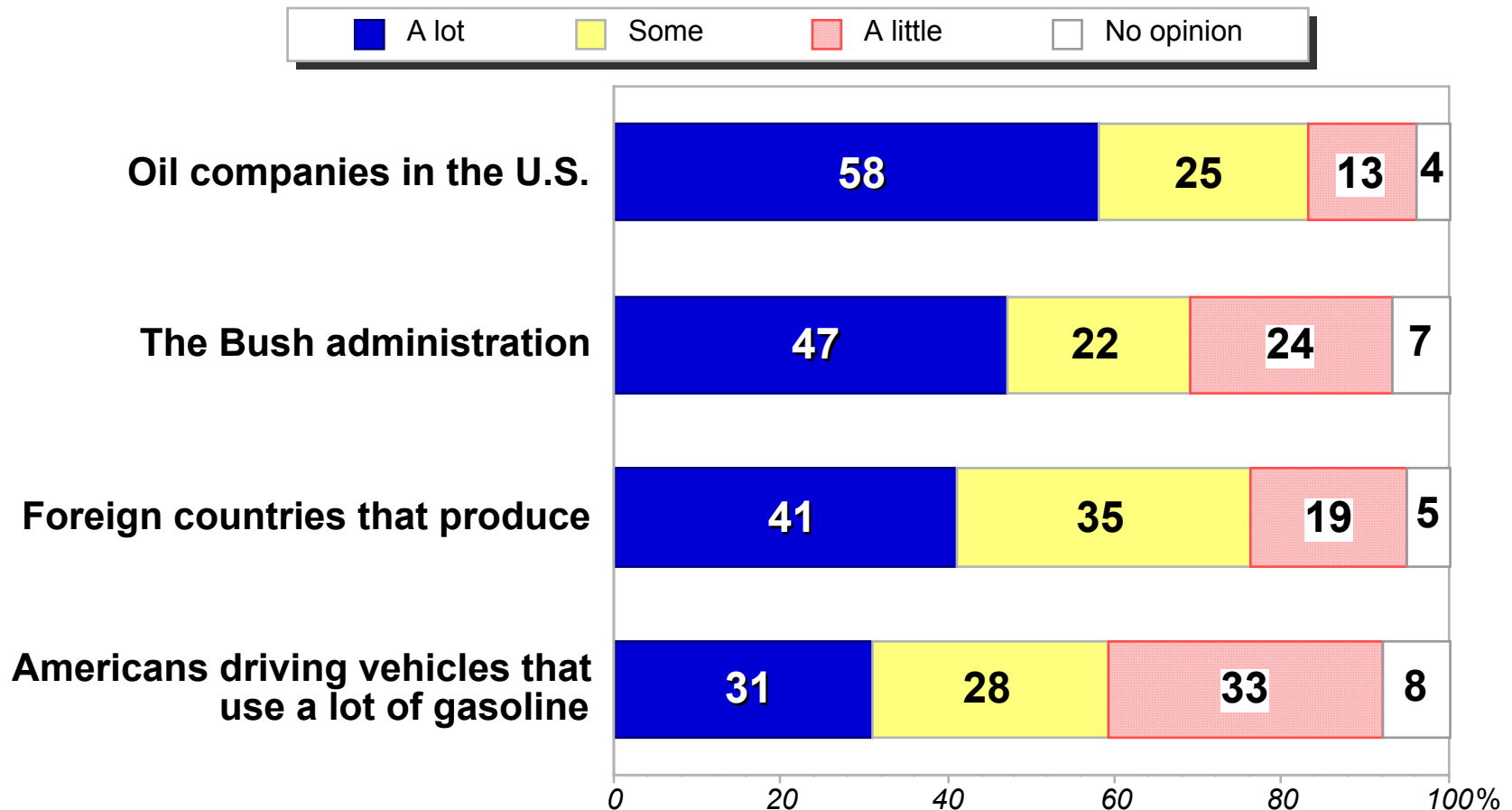


Various CRC, Field Poll, LA Times, and PPIC issues

*Source: LA Times; 10/26-31/05; 940n likely voters

Blame For Increase in Gasoline Prices

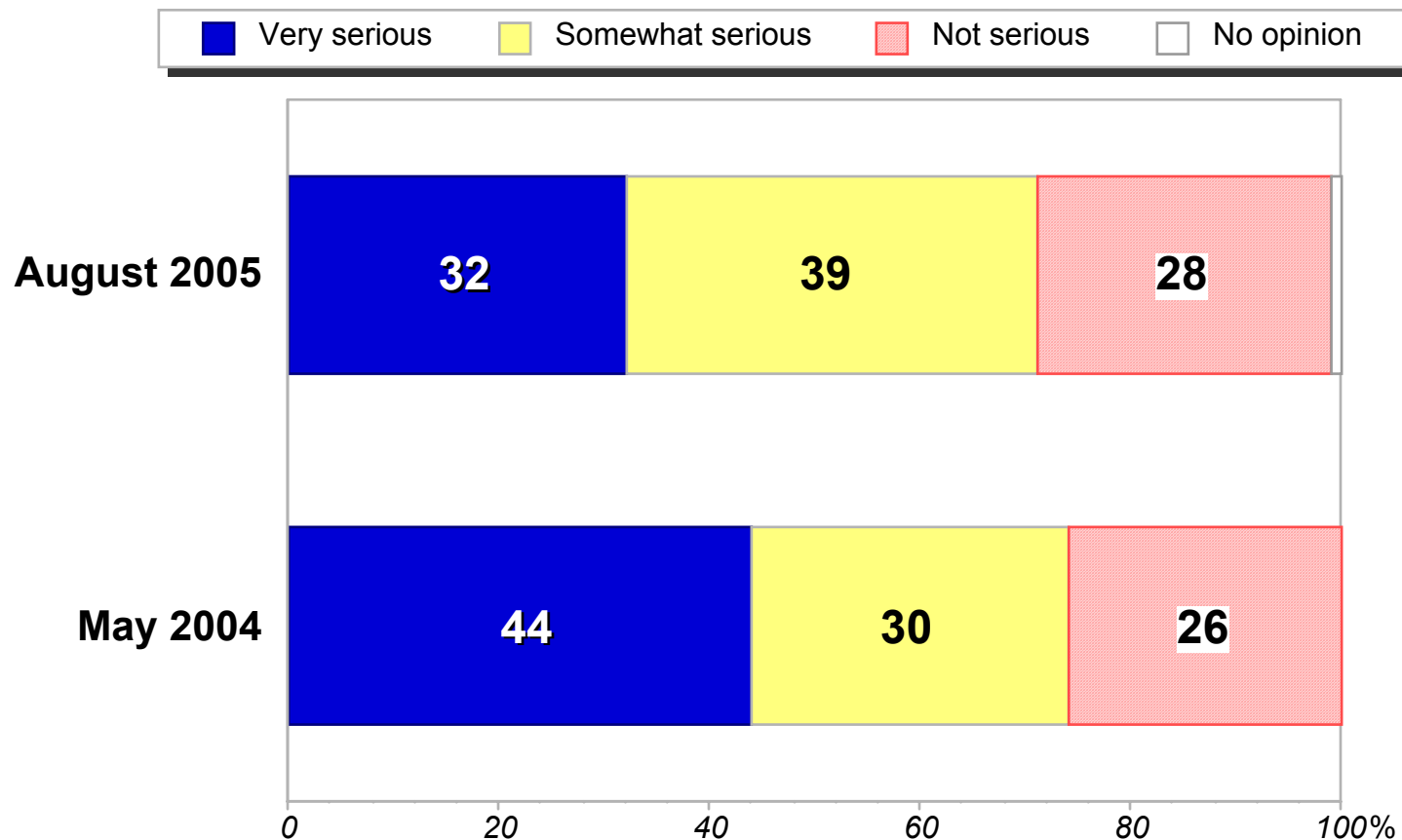
How much do you blame each of the following for the recent increases in gasoline prices in the U.S?
Would you say a lot, some, or only a little?



Source: Field Poll; 8/19-29/05; 686n adults

Effect of Gasoline Prices on Household

The price of gasoline has been increasing in California in recent months. How serious a problem does the recent increase in gasoline prices create for you and your household?

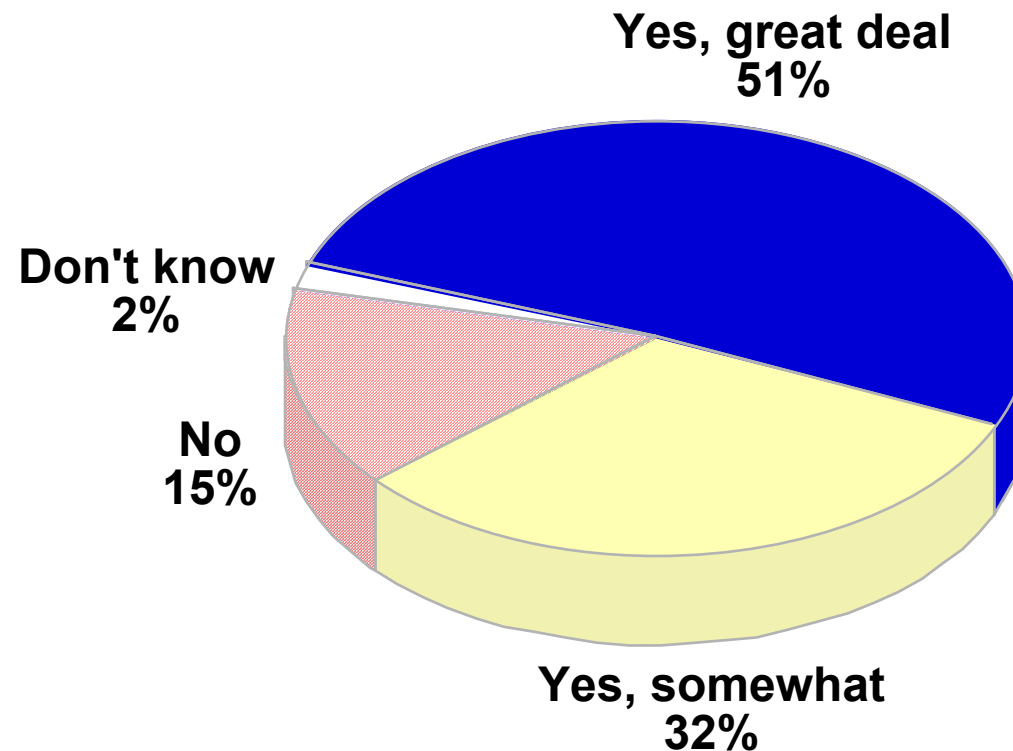


Source: Field Poll surveys

*Field Poll; 8/19-29/05; 686n adults

Effect of Gasoline Price on California Economy

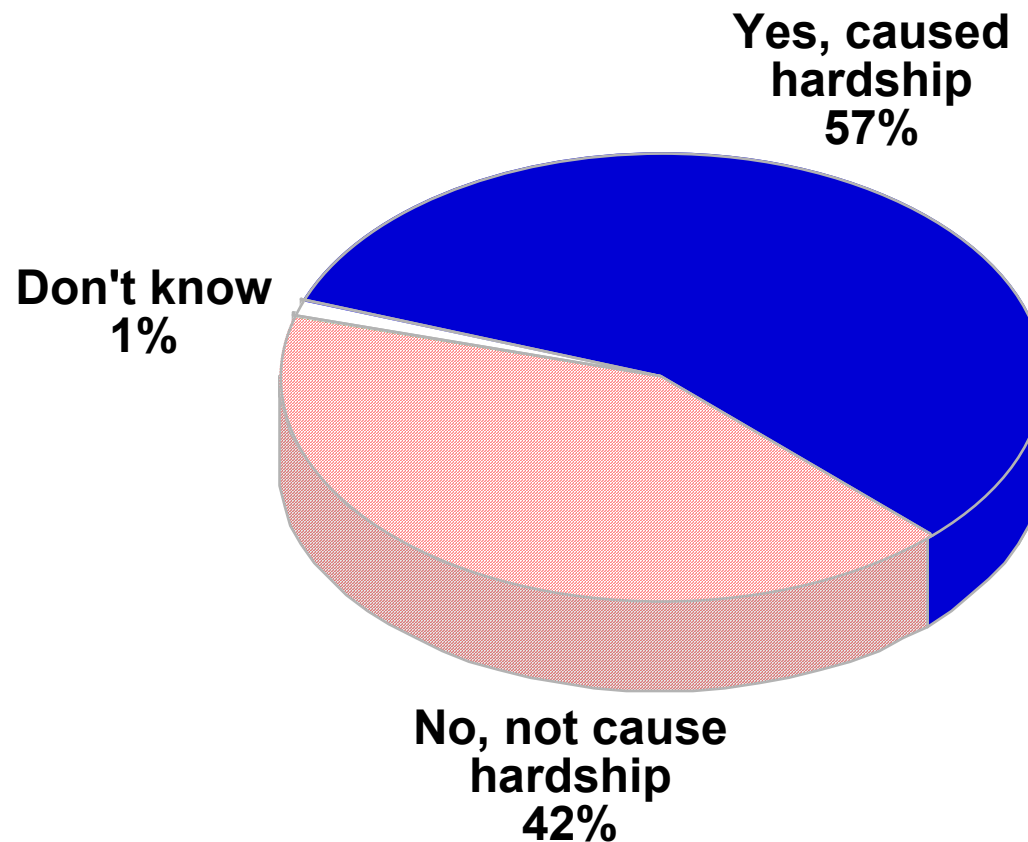
During the next 6 months, do you think the price of gasoline will hurt the California economy or not?



Source: PPIC; 9/12-19/05; 2,004n California adults

Financial Hardship Due to Increase in Gasoline Price

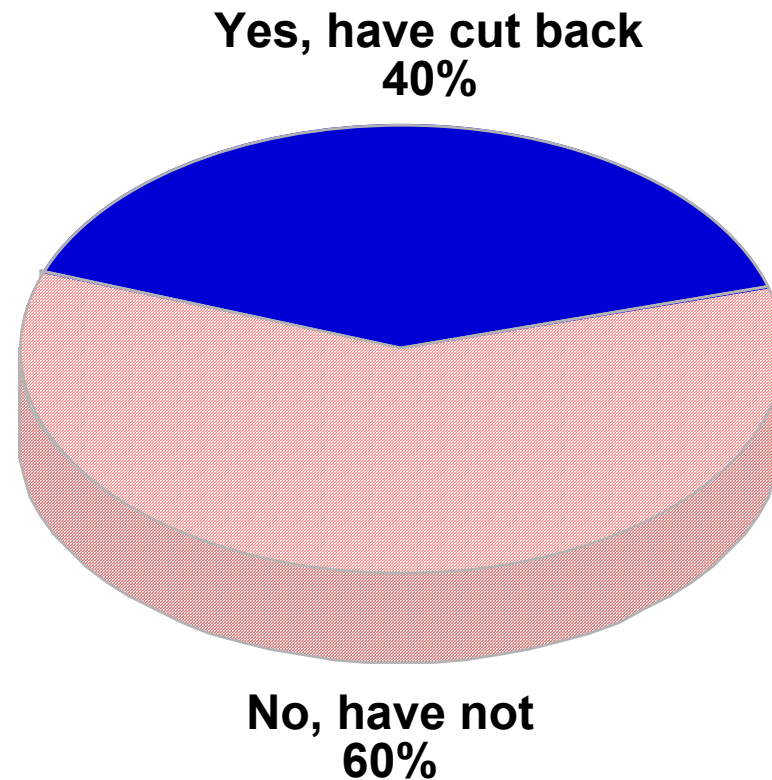
Have recent price increases in gasoline caused any financial hardship for you or your household?



Source: PPIC; 9/12-19/05; 2,004n California adults

Cutting Back on Gasoline

Have the recent increases in gasoline prices caused you and your family to cut back on other areas of spending, such as food, clothing or dining out?

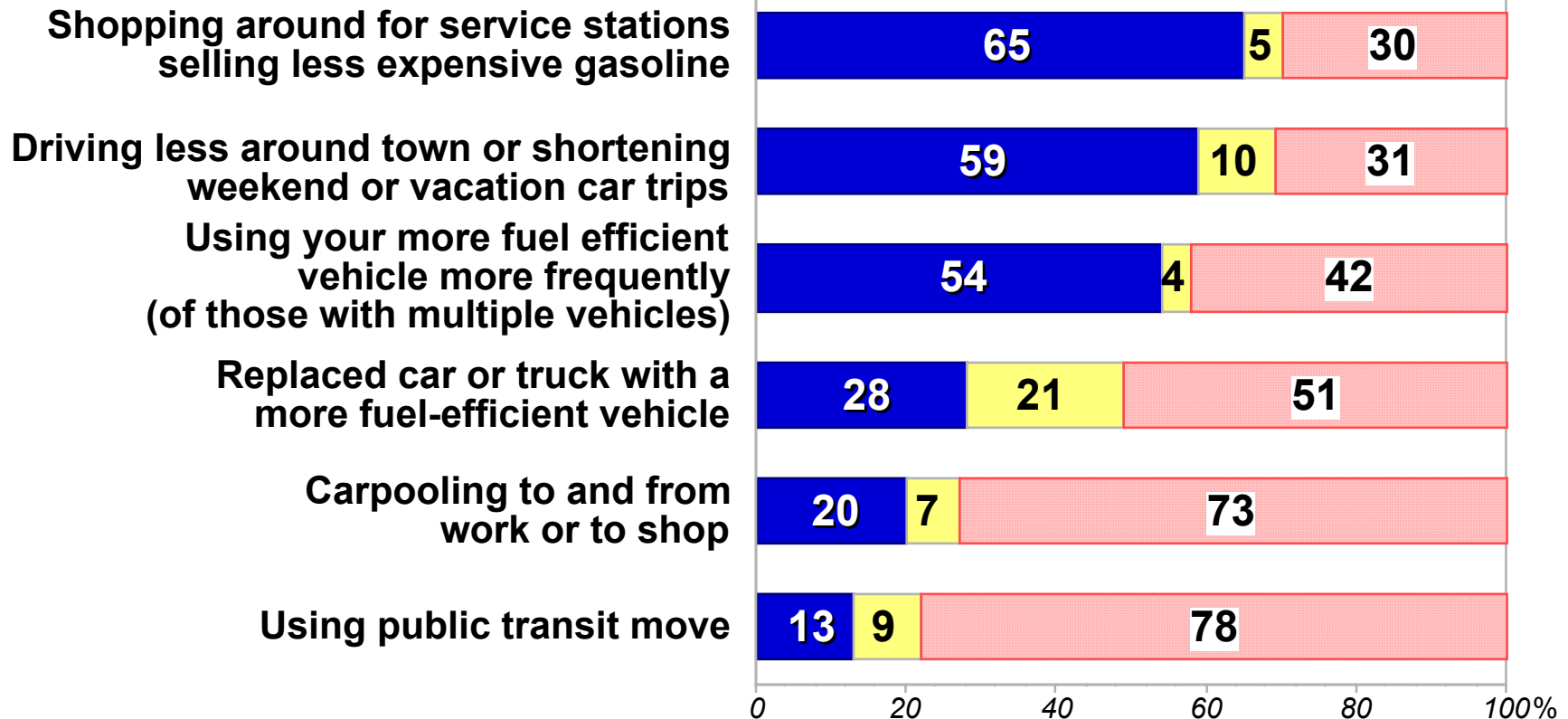


Source: Field Poll; 8/19-29/05; 686n adults

Ways to Save on Gasoline Consumption

I am going to read some things that people can do to save on the amount of gasoline they consume. As I read each one, please tell me if you are already doing this, are considering doing this or not doing this?

■ Already doing this ■ Considering doing this ■ Not doing this ■ No opinion



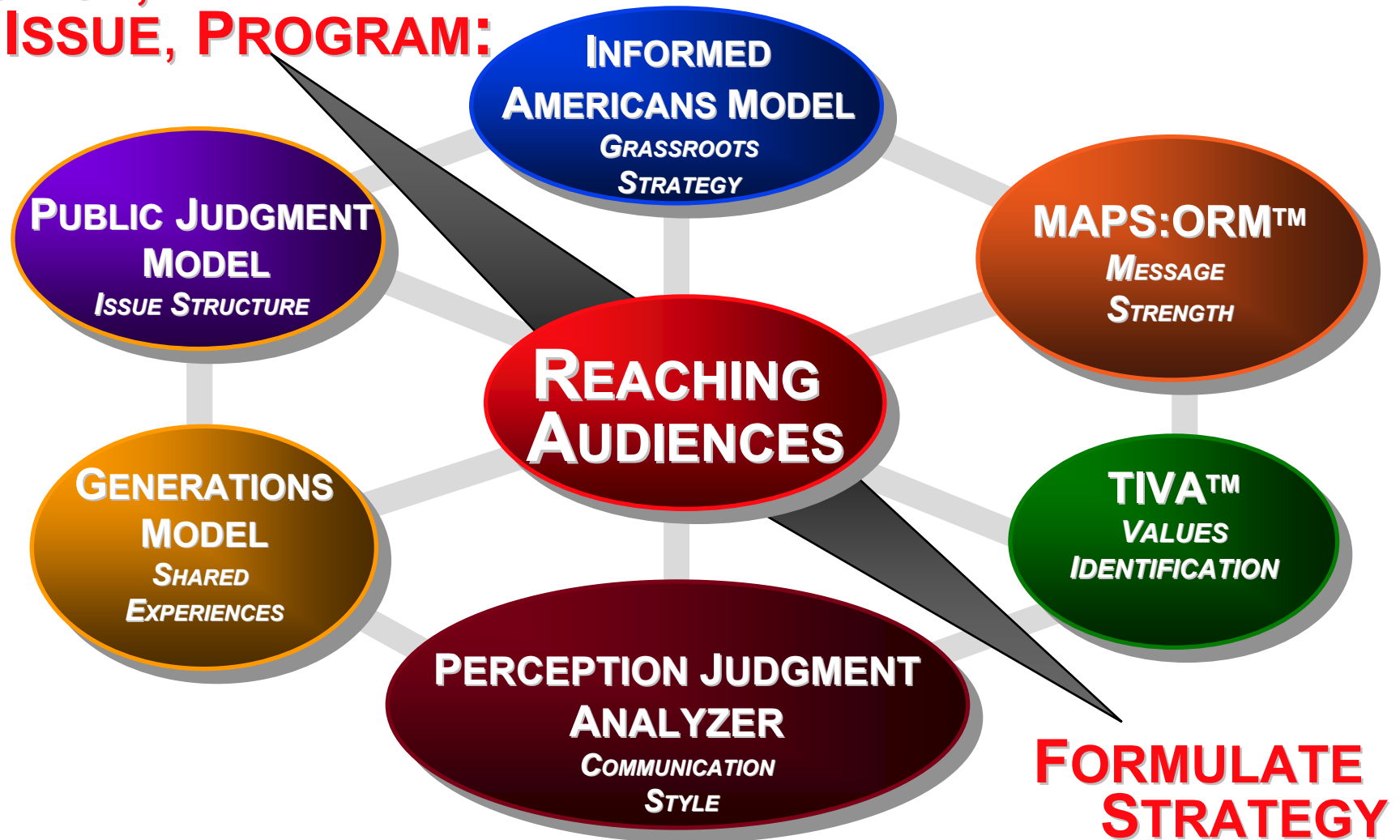
Source: Field Poll; 8/19-29/05; 686n adults

New Models & Methodologies to Interpret Polls

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Developing Complete Communications Strategies

**POLICY,
ISSUE, PROGRAM:**



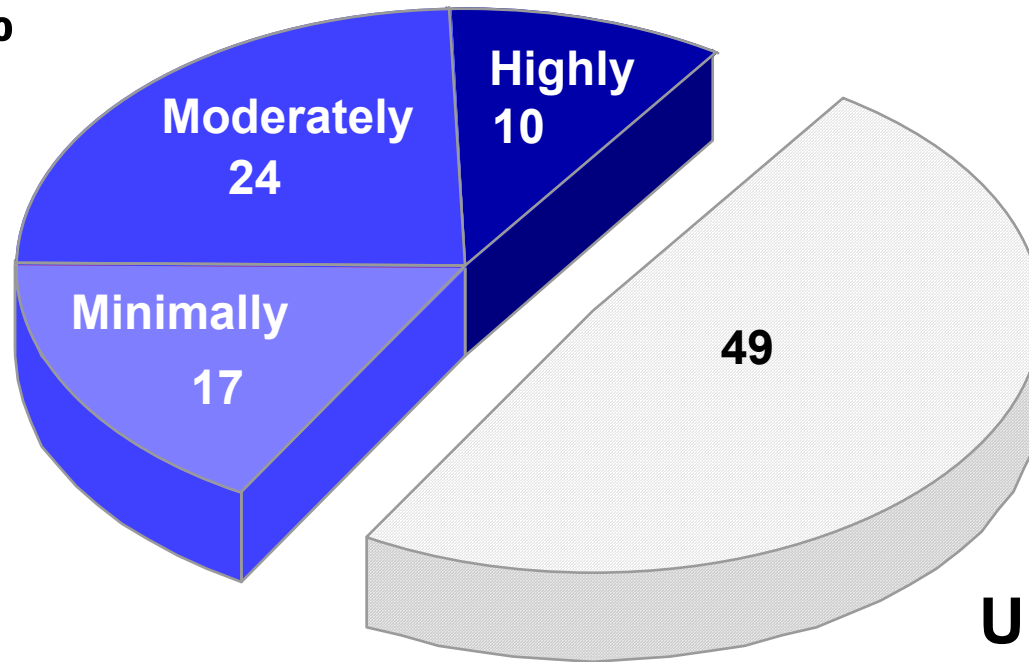


Informed Americans



The American Public

Informed Americans
51%



Uninformed
49%

Based on a database of 16,000 interviews taken from Charlton Research surveys.

Informed Americans Lead Public Opinion

Active, not passive

- Registered to vote
- Involved in community affairs/organizations
- Write to elected officials, media
- Issue focused

Able to form opinions on complex issues

- “Big picture” focus
- Information-hungry
- Fact-based opinions
- More discerning

Activity Participation

(Ranked by Highly Informed Americans)

Have you participated in this activity in the past 2 years?

	<i>Highly Informed %</i>	<i>Informed %</i>	<i>Uninformed %</i>
Been registered to vote	98	95	88
Signed a petition	91	69	33
Written to your Congressman, Senator, Governor, or other elected official	86	55	8
Contributed money to or been involved with a national, state or local organization focused on a specific issue such as the N.R.A, N.O.W. or the Sierra Club	72	44	7
Been a member of a group focused on improving government or changing a government policy	71	31	2
Given a public speech	62	30	3
Been a member of a group focused on improving your community	51	41	8

Based on a database of 25,286 interviews taken from Charlton Research Company

Activity Participation (p.2)

(Ranked by Highly Informed Americans)

Have you participated in this activity in the past 2 years?

	<i>Highly Informed %</i>	<i>Informed %</i>	<i>Uninformed %</i>
Attended a public meeting on community affairs	51	40	8
Worked for a political party or candidate	50	22	1
Served as an officer of any club or organization	47	31	5
Served on the committee of a local organization	46	30	3
Called in to a radio or television talk show regarding an issue	35	17	3
Written a letter to the editor or a newspaper or magazine	29	15	2
Written an article for publication	26	11	2
Held a position in or run for political office	8	3	*

Based on a database of 25,286 interviews taken from Charlton Research Company



**Coming to
Public Judgment**



The 7 Stages of Coming to Public Judgment

Public Begins to Become Aware of Issue

Public Decides Whether or Not to Immediately Address the Issue

Public Starts to Explore Alternatives

Resistance to Trade-off's Produces Wishful Thinking

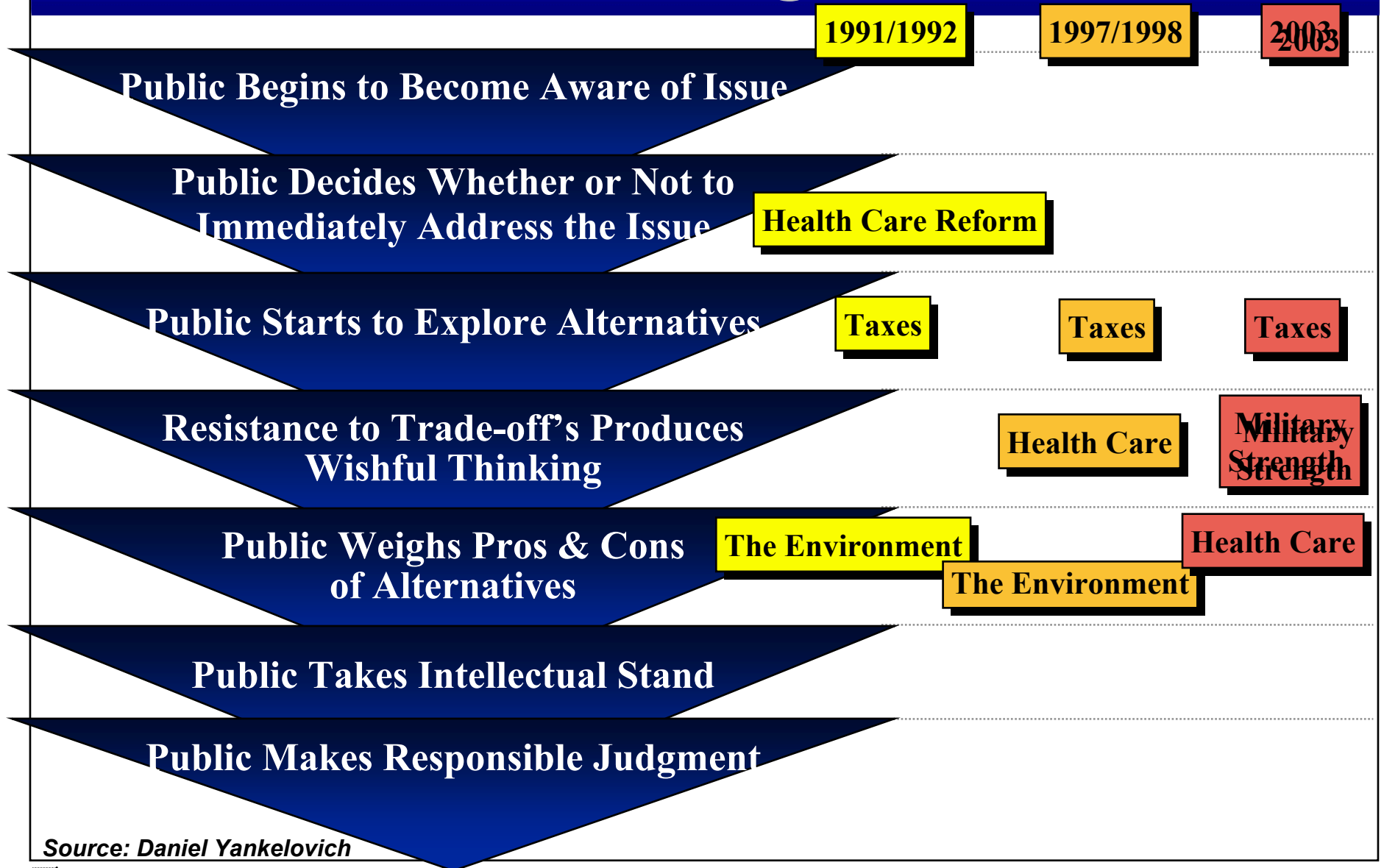
Public Weighs Pros & Cons of Alternatives

Public Takes Intellectual Stand

Public Makes Responsible Judgment

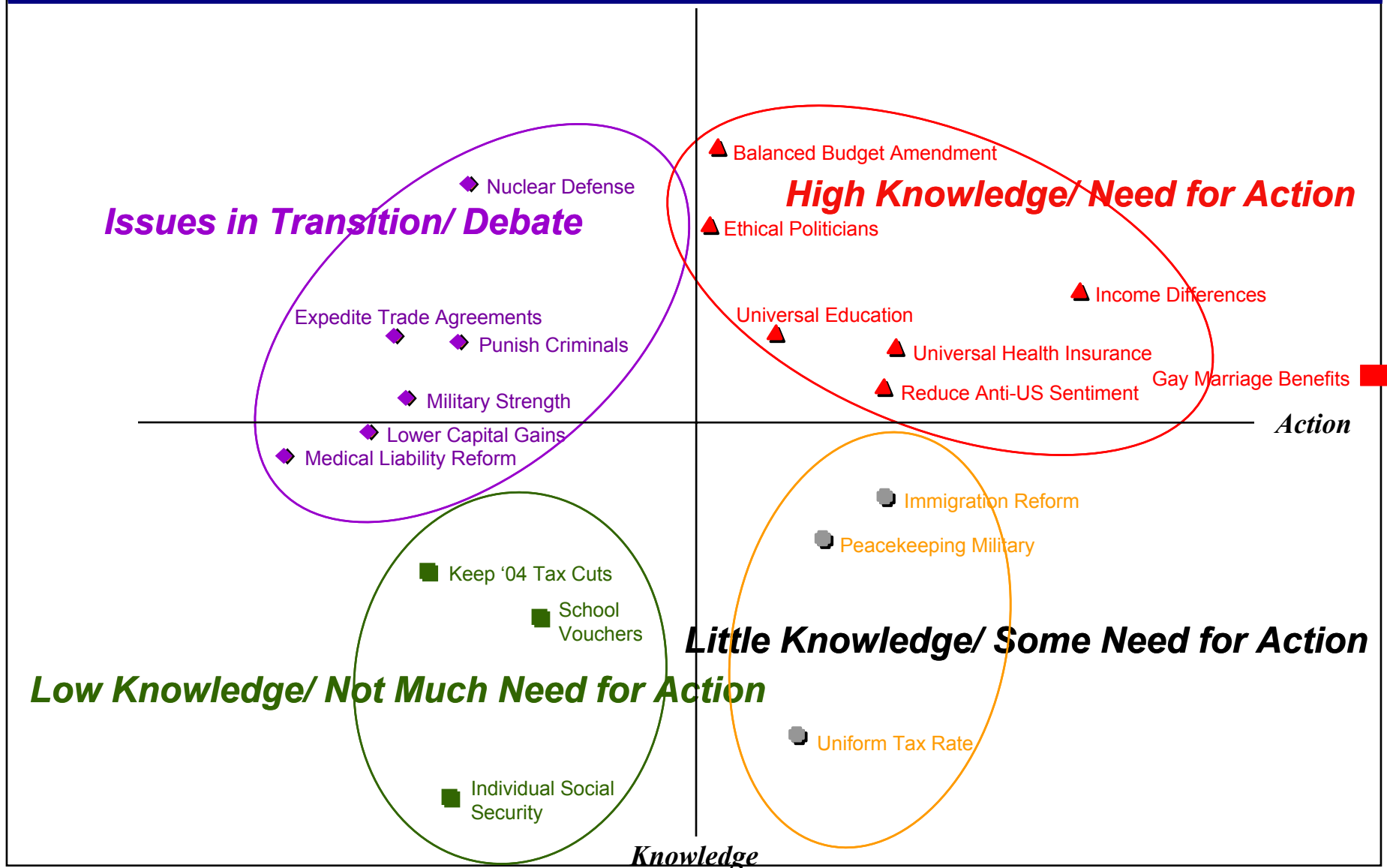
Source: Daniel Yankelovich

The 7 Stages of Coming to Public Judgment

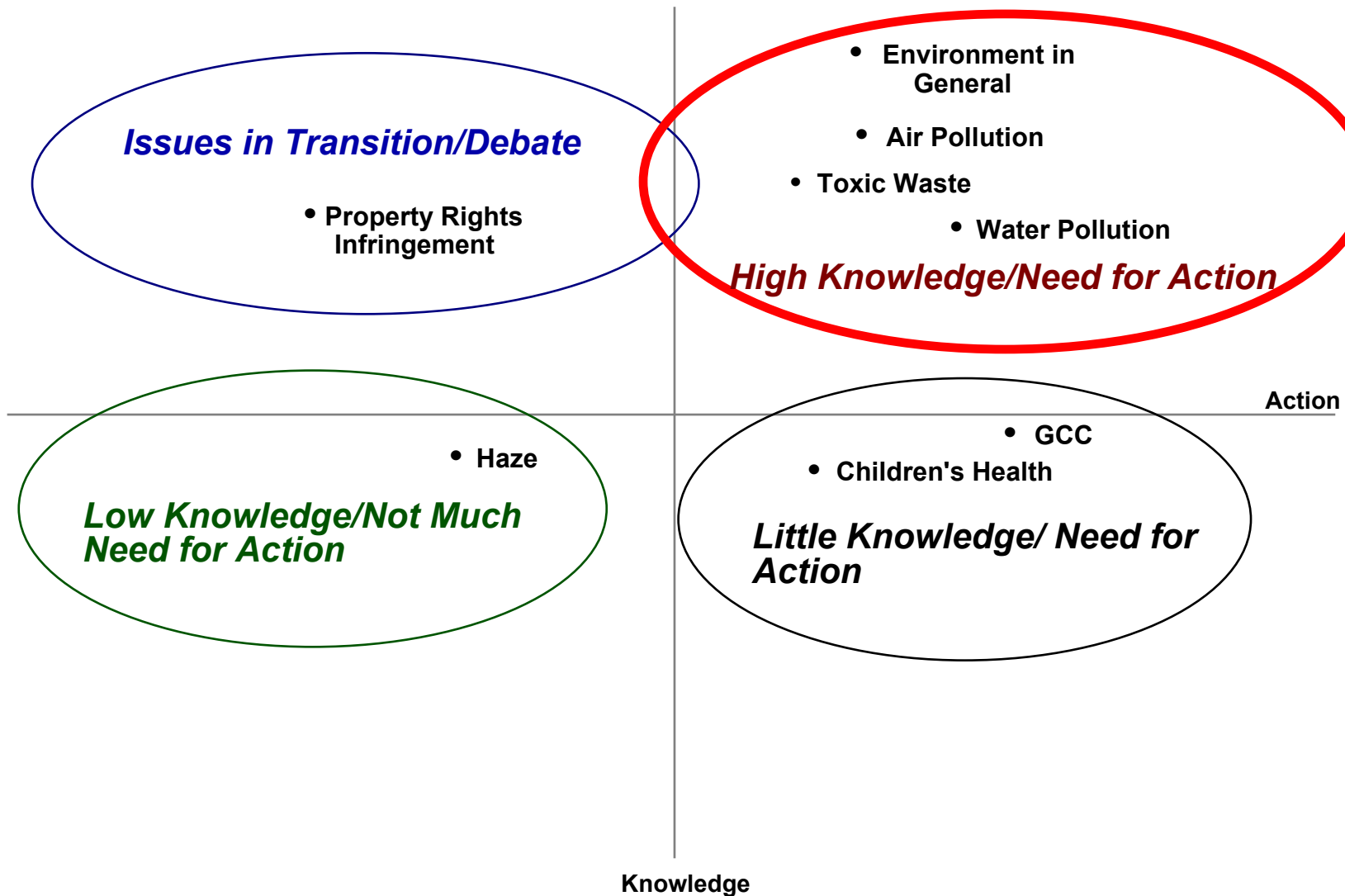


Source: Daniel Yankelovich

2005 Issue Structure: Knowledge & Action



Environmental Issues Structure





Total Identification of Values & Aspirations Model*

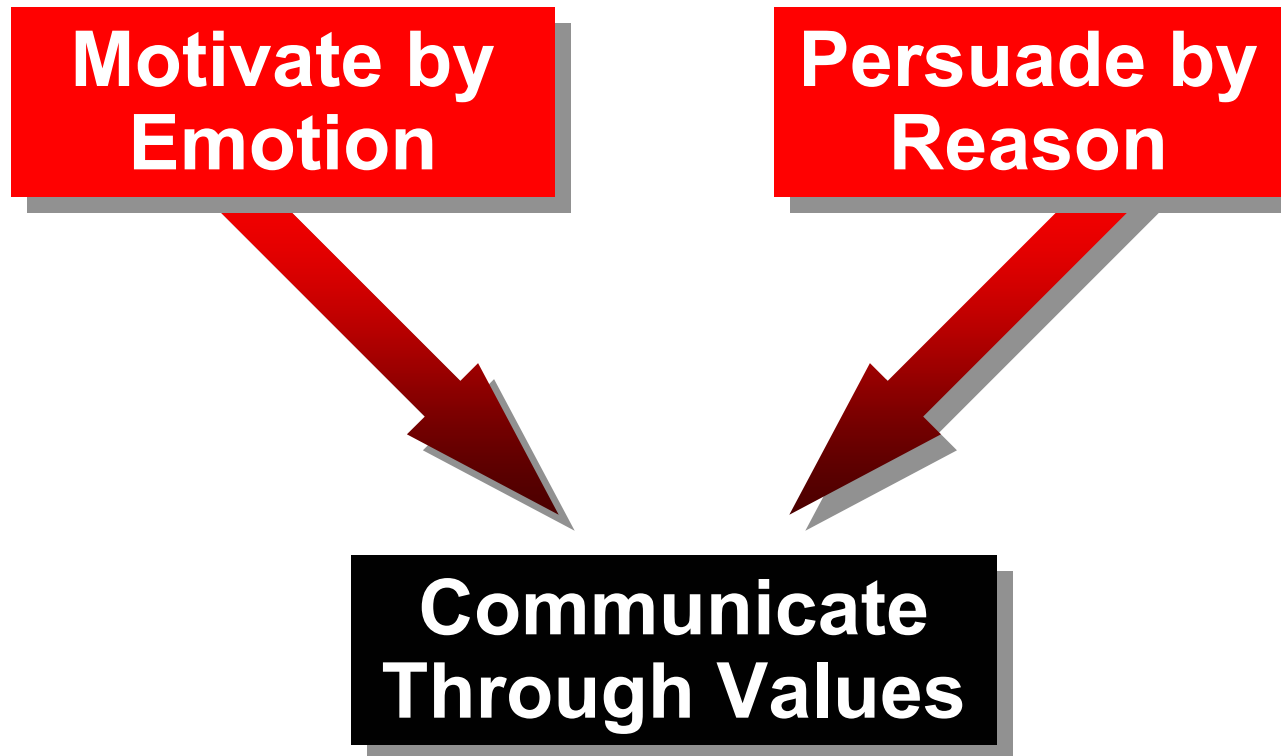
***TIVA™**

Values

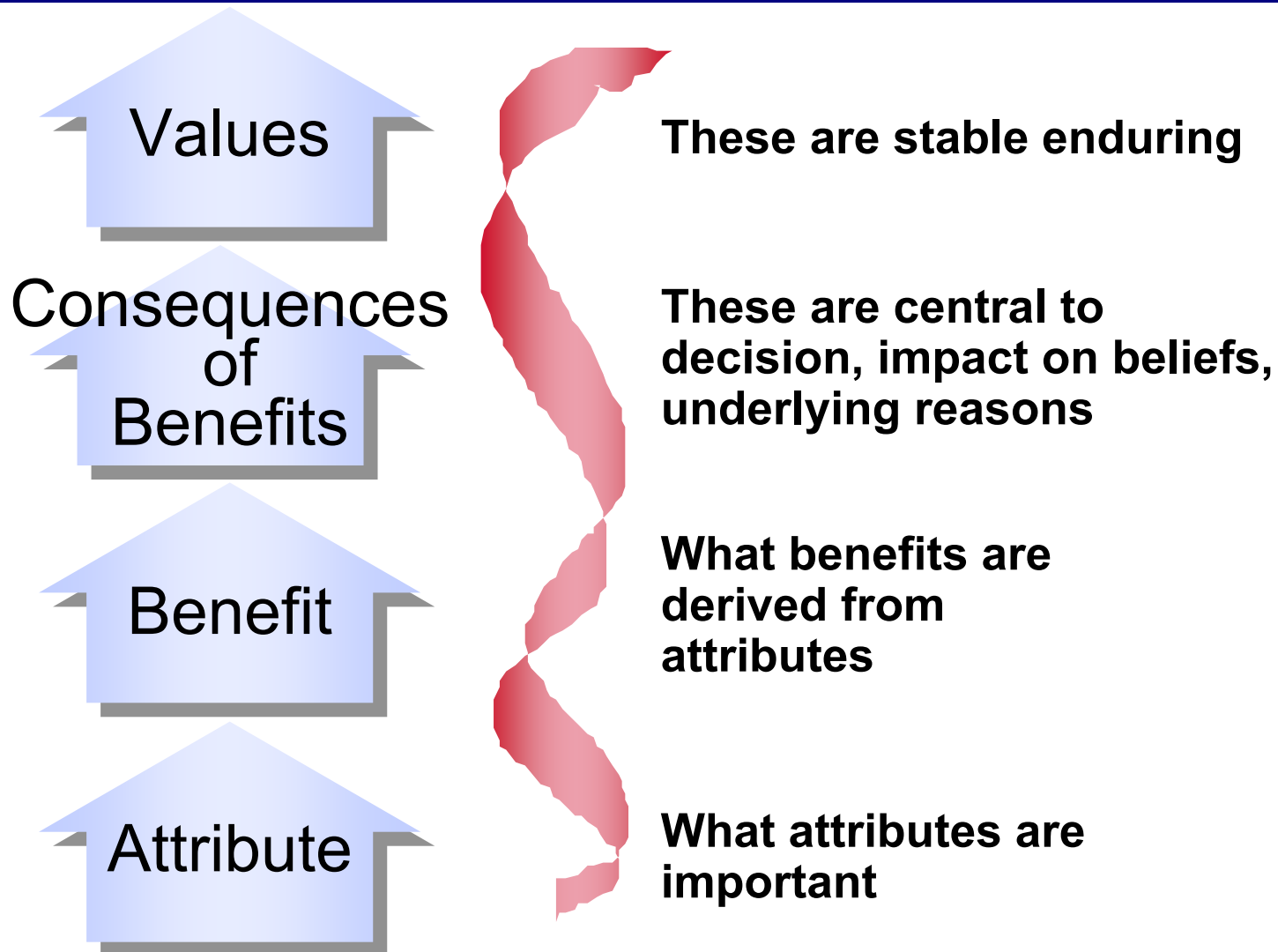
**Those things that are important in life;
the things that people value.**

Values remain relatively constant.

Modeling Values



Characteristics of a Product, Issue, Candidate or Company



“WHY DO YOU THINK THAT?”

Values & Issues

Environment

Tax System

Health Care

**Individual
Responsibility**

Beauty

Honesty

Control

Equality

Effectiveness

Self Reliance

Justice

Quality

Affordability

Choice

Effectiveness

Accountability

Technology

Accessibility

Common Mistakes Made When Interpreting Polling Data

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Society and Attitudes

- Culture
- Absorbed Opinions
- Where We Live
- Individual Psychology
- Heritage
- Chronological Ages We Live Through
- Psychological States
- Bundle of Relationships



American Exceptionalism: A Double Edged Sword

**America continues to
be qualitatively different...**

**Religious
Optimistic
Patriotic
Rights-oriented
Individualistic
High Volunteerism
Wealthy
Productive
Highly Educated
Upward Professional Mobility
Strong Work Ethic**

**but not necessarily
better than other countries**

**Highest Crime Rates
Highest Incarceration Rates
Most Lawyers
Low Vote Eligibility
Stratified Income
Few Welfare Benefits
Low Personal Savings
Least Taxed**

Source: *American Exceptionalism* by Seymour Martin Lipset

Internet Polling Vs. Traditional Polling

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Web Based Surveys

Online surveys are an emerging force in public opinion research:

- They can be conducted among pre-recruited panelists, or among defined audiences, such as employees, where an email list is readily available. A true random sample is not possible (spam).
- They often offer a significant savings in cost and field time over telephone surveys.
- They allow us to target specific demographic groups at a fraction of the cost of doing so by phone, because the demographics are usually known for pre-recruited panelists.
- They offer the potential to test visual materials such as advertising.
- Respondents can complete the survey any time at their convenience, making them practical for difficult to reach audiences and potentially reducing field times.
- Online surveys are not appropriate for every study.

Types of Web Based Polls

	straw polls	online panels	special audience	telephone/ online hybrid
description	The Internet's equivalent of 900-number telephone polls. They have no scientific merit and most come with disclaimers saying they're purely for entertainment purposes.	Online panelists are recruited through banner ads, voluntary registration and other means. They're more scientific than straw polls because pollsters attempt to assemble "demographically balanced" panels (composed of, for example, 50 percent women and 50 percent men).	Online polls work particularly well for specific, defined audiences such as employees or members, when an accurate list of email addresses is available for the entire population.	InterSurvey attempts to achieve true demographic balance by using the standard random-digit phone dialing process to pull a polling sample. Selected panelists are equipped with WebTV to respond to survey questions.
pros	The polls are cheap and entertaining.	They're less expensive, quicker and have higher response rates than telephone polling. The Internet also allows pollsters to talk directly with people through chat rooms and to test visual materials (such as political ads).	Efficient and generally highly cost-effective way of reaching defined publics. Respondents can participate on their own time when they have time.	There are fewer questions about reliability because the sampling pool is based on tried-and-true telephone polling methods. At the same time, the Internet can be used to test visual material and let people respond at their leisure.
cons	They're completely unreliable. Anyone can participate and there's no barrier to voting more than once. The polls are also easily manipulated by campaigns.	The pool includes only Internet users and misses the estimated 65 percent of the population not on the Internet. Critics say the panels' "demographic balance" doesn't conform to accepted procedures and question their reliability.	The audience must have routine internet access. Employees in a corporate office would be well-suited to online polling, those in a plant setting may not.	The cost of equipping America with free WebTVs makes this is the type of endeavor only a venture-financed Silicon Valley startup could come up with.

Source: portions from **CNN.com**

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